

SCGO

SIoux CITY GROWTH ORGANIZATION

To inspire every generation to create a positive impact on the future of our community, promote promise, and show appreciation by bringing together voices for the common good, developing leaders and taking an active role.



ANNUAL REPORT 2010

PROGRESSIVE & INNOVATIVE

The Sioux City Growth Organization (SCGO) was founded in 2002 by a group of young motivated individuals resolved to make a difference in Sioux City. Through determination and leadership, SCGO has set the standard for Young Professional Groups in the state of Iowa and continues to raise the bar through community enhancement and promotion.

BOARD OF DIRECTORS:

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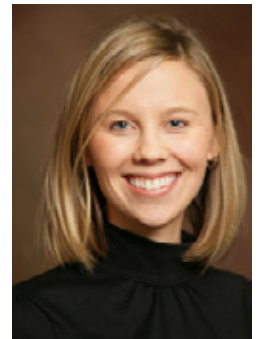
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Dave Bernstein • Jim Johnson
Dale McKinney • Regina Roth •
Bob VanderPlaats
Beverly Wharton • Cindy Waitt •
Ron Peterson • Skip Perley

LOOKING BACK AT 2010 ...

"If you want work well done, select a busy man - the other kind has no time." This quote from Elbert Hubbard sums up the past year for Sioux City GO. Our group was busy but got a lot accomplished! The goals for 2010 were to continue membership involvement, grow and develop leaders and establish a strong community voice. As a community, we came together for RAGBRAI and organized an event that drew thousands to our community. Sioux City Go members took charge and organized and volunteered at this event. Overall, we added 40 new members in 2010 and continued the process of making new members feel welcome at our events and committee meetings.

Making an impact on our community is part of Sioux City Go's mission. That is something the group's done in the past and leadership and development are something we strive for going forward. This past year we were involved in getting to know our local city officials as well as holding an event for area legislators providing education and fun. Being connected as well as giving back is important for Sioux City GO members. Half of all members serve on boards and commissions and a majority of those people actually serve on multiple boards. There are nearly 80 companies represented by Sioux City GO members, a testament to the great support from the business community.

One of the biggest projects that Sioux City Go undertook in 2010 was developing a new concept, the Innovation Market, which was held in February 2011. This idea came from Sioux City GO'ers wanting to have an event where ideas "grew" to a reality. A majority of our members got together to make this event a success. Nearly 300 people attended and over 80 ideas were submitted! Personally, I am very proud of our members when I look back at the past year. Not only did we accomplish some awesome projects but of the number of people that have stepped up into leadership roles within our organization and the community is outstanding. With strong leaders and increasing member involvement I can't wait to see what develops in 2011.



BETH TREJO
2010 SCGO PRESIDENT

LOOKING AHEAD AT 2011 ...

Where does the time go? Writing this we are already into April. Sioux City Growth Organization came growing innovation out of the gate so after a fast start to the year it seems looking forward isn't a lot of time but, like every year SCGO still has a lot to look forward to. Following the success of last years membership drive our focus is shifting toward membership connection. Personally, I think SCGO is about creating relationships, friendships with people who are willing to put their spare time, effort, and creative energy into making Sioux City and Siouland a better place to live and feeding off each other to put ideas into action. To enhance those relationships, we've created a New Member Connection system, reformatted the General Meetings to engage the group, and continue to provide diverse topics, events and volunteer opportunities that make our group of young professionals one of the most progressive in town, and the state of Iowa.

Progressively, it's our intent to provide our members with access to the tools, and people that will help them emerge as leaders in our community.

SCGO encourages our members to serve on community boards and commissions as well as serve along side other volunteer organizations. We are gaining visibility through our events, like the Innovation Market, 2011 YPlowa Convention and Sioux City YP Day and look to maintain our roll as a sounding board for anyone looking for a young professional prospective, and we're getting stronger. SCGO is always looking to partner with other organizations to further economic development in the Siouland community and shape new programs and events that benefit all young professionals in the area. It's our hope, that if you don't know Sioux City Growth Organization, you will soon. So ask around, you'll find us in a lot more places than you thought.



KEVIN MOLLAND
2011 SCGO PRESIDENT

MARKETING COMMITTEE

MARKETING ASSETS: Group marketing efforts were not needed on a continual basis; therefore it was decided to discontinue the regular monthly meetings. Instead, a team of "Marketing Assets" was compiled in which members were requested to list their areas of marketing talent & expertise. [Copy & story writing, editing, press releases, graphic design, website management, photography, social media, event planning, telemarketing, retail marketing, public speaking, sewing and TV, Billboard, Radio & Newspaper advertising. & Radio advertising]. These "assets" were then called upon for assistance on an as-needed basis.

RADIO CAMPAIGN: Clear Channel Radio graciously donated a professionally produced radio jingle by BRG Music Works as well as annual Branding Campaign on their cluster of stations: KGLI, KSEZ, KSFT, KMNS & KWSL. This on-air campaign was reinforced with a 2x matched schedule on their web-stream stations. SCGO Signed up "40" new members in 2010.

WEBSITE UPDATES: With the assistance of Austin Bass, Bass Advertising graciously donated time & talent to switch the SCGO website to Word Press interface which is more universal & user friendly. The marketing committee ensures our website is a common destination for our members and prospect members.

PRESS RELEASES: Jan10- Announcing the 2010 Board of Directors
Apr10- SCGO Hosts Professional development event for YP's with speaker; "Cy Wakeman" SCGO Wins IA Character Award
SCGO rounds up IA legislative candidates for a game of "Party Fued"

SIOUXLAND MAGAZINE PUBLICATIONS
Summer 2010: "An Evening with Cy Wakeman" hosted by SCGO and SC Arts Center
Fall 2010: "Rock, Ride, and Sioux City GO!" – SCGO helps make the 38th Ragbrai kick-off party a smash!
Winter 2010: "SCGO Wins IA Character Award!"

BOXERS AND BRAS FOR A CAUSE: SCGO submitted entries based on the "Innovation Market" theme of generating new ideas.

CONNECT COMMITTEE - SCGO YEAR IN REVIEW - 2010

The Sioux City Growth Organization is dedicated to providing networking opportunities for young professionals in the Siouxland community. The members of SCGO are provided with various outlets and activities hosted throughout the year by the Connect Committee. The focus of the committee is to offer educational and fun events for members to participate in on a consistent basis. We want members to feel like they belong to an active group and that they obtain a wealth of knowledge from our YTRAP's (Young Talented Representatives and Professionals) and meet influential people that help them form relationships. A couple of ways the Connect Committee connects and educates is through regularly hosted Y-TRAP's, quarterly social events and unique experiences like tours of new businesses or behind-the-scenes opportunities. The committee is focused on providing SCGO members an opportunity to network with each other, but also to listen and create dialogue with professional leaders from our community.

The Connect Committee continues to find ways to reach out to the community and seek new leaders and organizations that influence our members. The future looks bright for 2011 with new Lunch-n-Learns, Socials and Y-TRAP events available to members of SCGO.

The following is a list of SCGO Connect events from 2010:

January	Diamond Seminar & Winestyles @ Greenbergs
February	Snowshoe Hike @ Adams Nature Preserve
March	SCGO & Sioux City Symphony Sounding Board
April	Cy Wakeman @ Sioux City Art Center
May	Recycle-tronics YTRAP
June	"Fore a good time" with Sioux City Country Club

July	RAGBRAI Chairs & Volunteers Concessions
August	Family Night at the Explorers Game
September	Annual Battle for the Saddle Tailgate Cookout @ Morningside College
October	Private Tour of the Recently Completed United Center
November	Stoney Creek Social with Friends of KWIT and FM 90
December	Ugly Sweater Party Social @ Miles Inn

The 2010 Connect Committee was chaired by Erin Dunn of PLan Architecture.

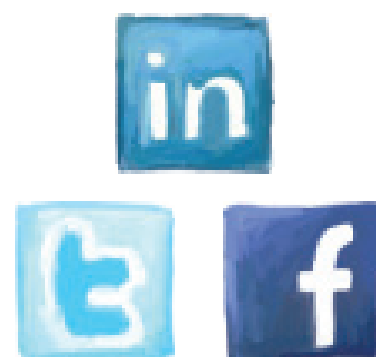


2010-11 SUPPORTERS

In Appreciation to our 2010-11 Supporters:

Aegis Food Laboratories
Avery Brothers
Bass Advertising
Briar Cliff University
Cannon Moss Brygger & Assoc
City of Sioux City
Clear Channel
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Great Southern Bank
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Sioux City Journal
Siouxland Chamber of Commerce
Siouxland Magazine
St. Luke's College
St. Luke's Regional Medical Center
State Steel
Tegra
Thompson Electric
Wells Dairy Inc.

Thank you for all your support!



CIVIC COMMITTEE

This group is responsible for placing SCGO members on board positions throughout the community. The Civic Committee is also instrumental in keeping SCGO members involved in government, economic and community issues. In 2010, the committee has a focus to educate with local Lunch n Learn speakers.

- YP Day at the Capital – This annual trip to Des Moines gives young professionals a chance to learn about current legislation topics and how to make contact with local representatives to discuss issues relevant to them.
- Adopt A Street – Sioux City Go adopted the street on Outer Drive which includes the new bridge. Our organization will continue the beautification of this street on a semi-annual basis.
- Meet the Candidates (Party Feud) – A Family Feud style game show that allowed Iowa House and Senate candidates to

express their views in a unique and creative forum.

- Board Connection – Established a network of contacts to connect Board and Commission openings in Siouxland with our members. These vacancies are communicated to members through our weekly e-blasts.

Speakers
Sam Wagner, Economic Development Specialist – City of Sioux City
Joseph Wright, VP of Technology Transfer – The Siouxland Initiative
Kevin Grieme, Health Planner/Development Coordinator – Siouxland District Health Dept.
Frank Tenuta, Managing Partner – Iowa Legal Aid
Jill Wanderscheid, City Transportation Planner – City of Sioux City
Joe Johnson, Assistant City Administrator – City of South Sioux City
Dan Wubbena, Director – Small Business Development Center

INNOVATION MARKET

There's good ideas growing in Siouxland, lots of them. Sioux City Growth Organization proved just that at it's first SCGO Innovation Market, held February 17th in the basement of Hatch Furniture. What started as an idea to fill empty spaces at a SCGO Brainstorming session quickly grew into something larger incorporating showing vacant Siouxland property, networking creative and driven community individuals with local young professionals and cultivating new and exciting ideas, events and business for Siouxland. SCGO transformed the vacant space into something of a creative think tank, with locally submitted ideas numbered 1-89 (plus a few last minute ideas) and categorized them by non-profit, business ventures, and local events which we then plastered up on the walls for all to see, but the creative flow didn't stop there. Event participants were encouraged to share their opinions on the submissions and write down their own ideas to expand on the submission leaving as well connections of people who could help take those ideas from dreams to reality. Participants were also given packets of information about available empty spaces, resources for small business funding and notepads and stress balls for those brainstorming sessions of your own.

Walking through the Market sharing my own thoughts and ideas, meeting lots of new faces and keeping a keen eye on my own submission, you couldn't help but feel energized as you heard people talking about it. Possibility, It's everywhere and it's grand, like a Gondola spanning the Missouri. It's lofty, like a Hot Air Balloon Festival and it's important, like a Local Foods Movement. There were ideas for Tubing Parks and Go Cart Tracks, Botanical Gardens and Green Businesses, Circular Digital Water Tower Advertising and Local Arts Funding. There was hardly a bare wall in the basement as people made the rounds.

Throughout the evening the networking was spaced by success stories from local leaders who are already cut or are blazing the trail the rest of us. Dave Bernstein recounted the history of Saturday in the Park and the restoration of the Orpheum. Regina Roth about the vision of a downtown fountain and Friday's on the Promenade. Ali Langseth shared how she turned her dream of a camp into what today is Camp High Hopes. Lily Higman displayed a vision for the downtown Children's Museum and all of our speakers inspired the idea of the Innovation Market that if you've got an idea to make Sioux City a better place for the rest of us, then the only thing standing in your way is your willingness to start.

When the Market returned to a basement, and the submissions were returned to their owners SCGO had the difficult task of presenting an anonymous \$5000 donation to what we deemed the "Best In Business" Category. After narrowing down the field to A Local Microbrewery and Restaurant, A Local Foods Market and a Winery we invited the three to present before our monthly meeting, every second Wednesday of the month at the United Way. Here our members shared our support, ideas, and obstacles with the visionaries. After the spirited presentations the final say was put to a vote and we are pleased to announce Joe Hannel and Hannel Cellars as the winner. Joe's progress in taking his homegrown craft wine to full fledged Siouxland operation is the perfect example of local Innovation and we wish him luck and future success.

Sioux City Growth Organization would like to thank everyone that made our idea possible. Our members, for their volunteer service and progressive thinking. Our sponsors for allowing us to take these ideas of our own out to the community, Our Donors, for helping one idea grow and everyone who submitted, participated, volunteered, and worked at the first Innovation Market. SCGO thanks you for trying something new, and hopes that we provided ideas, solutions, connections, introductions, or at the very least a spark of motivation that will help you to take your idea and move forward increasing the vibrancy of this great place we all call home.

If your a local young professional with a willingness to volunteer who wants to share in these kind of events come join us, you can find out everything you need to know about our group by visiting www.siouxcitygo.com and anyone can follow us as we share what's new with SCGO on Facebook and Twitter. Keep those ideas coming!



MEMBER EMPLOYERS

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Diversified Investment
Bass Advertising
J&L Enterprises
Security National Bank
185th Air Refueling Wing
Sioux City Community Schools
Mercy Medical Center
Downtown Partners
Cannon Moss Brygger
Mills Shellhammer Puetz Insurance
FEH Associates
Whispering Creek Senior Living
JD Gordon Design
Siouxland Magazine
St. Luke's Health System
Emily J. Benson Landscape Architecture
Tri-State Specialists--Plastic Surgery
Clear Channel
Farm Credit Services
Goosmann Law Firm
Central Bank
Wells Blue Bunny
Cathedral of the Epiphany
Sioux City Symphony
Mutual of Omaha
Security Insurance
Big Soo Terminal
Howard R Green
Liberty National Bank
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Iowa Nebraska State Bank
Heartland Chiropractic
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Williams & Company
Sioux City Art Center
Morningside College
Gundersons
Siouxland Food Bank
Avery Brothers Sign Company
Wells Dairy, Inc
Siouxland Human Investment Partnership (SHIP)
Slumberland Furniture
Cannon Moss Brygger
Absolute Screen Art
Overhead Door
Plan Architecture
Sprint
Kollars Lewon Law Firm
Siouxland Blood Bank
Pioneer Bank
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